

THE QUILL

May, 1960

Television
News Problems

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"The Atlanta
Century"

Page 12

Students Earn
and Learn

Page 8



50 Cents

A MAGAZINE FOR JOURNALISTS



The Business The Stage Coach Lost!

In its day, the stage coach was tops. With the freight wagon, it served communities with no other suitable transport. When the railroads reached enough of the old stage towns, the coach and freight wagon faded into dusty frontier history.

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In transportation, as in other fields, business tends to go to those best qualified to handle it . . . to those able to provide, overall, the best service. And new forms of transportation in turn create new business the older forms never had.

Not all the freight handled by motor truck has been taken from railroads, to cite an example, nor is all air freight business diverted from either railroads or trucks. Availability of truck service has created vast new markets for industry and agriculture — many of them beyond the physical service facilities of other forms of transportation.

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News need not always be tidings of despair

Only Angels Sing of Joy

News is frequently defined as being fresh information about an event that has happened recently. This, of course, is a far cry from the idea that news is only the reporting of the depraved happenings in the human community. Yet there are some media that give the impression that the only news worth printing is that which contributes to the general impression that human beings are basically a bunch of monsters.

A case could easily be made that the media consider events which put humanity at a disadvantage to be bigger news than any tidings of joy. Only the angels, it might be argued, bring tidings of great joy to mankind.

It appears that it is more profitable to be an anti-this-or-that, rather than to be a chronicler of the successful efforts among human beings to live together in peace and happiness.

The Good Man Makes News

It is conceivable, however, that the public could be jarred out of the lethargy produced by years of following, in the mass media, all the evil that men do. This country might, for example, take a new slant on life by discovering that we have completed a year in which many millions of teen-agers did not become delinquent, when more than 175 million people were not guilty of assault, murder, robbery or wife beating, when the great majority of politicians did not knuckle under to gangsters or rob the public till.

In other words, are there no headlines in the good that men do?

The media claim tremendous influence over thought when selling advertising but oftentimes deny this influence when accused of not leading thought and action to higher levels of achievement.

Media Cannot Shun Leadership

Regardless of whether the media reflect life as it is or serve as guides to the future, responsibility for what appears in the media cannot be avoided by the managers of the media. This, certainly, applies to the advertising as well as the editorial content.

A minor, but entirely too noticeable, part of the mass media in this country has given itself almost entirely to reporting only those things which destroy confidence in our basic values. There are people who are apparently willing to sell their souls to attack anything enjoying public esteem—whether this be God, country, motherhood, elected officials, past heroes or the foods upon which we rely for our good health.

Down With Motherhood and Milk

It is a rather sad commentary when we find elements of the mass media trying to profit by attacking anything that a large group might consider good. This abuse of the mass media must be more effectively counteracted by the vast majority of the media which recognize a responsibility to the public.

Are the media justified in labeling as news any statements made about public health, for example, just because the statements may attack ideas that have been accepted by competent authorities, as well as the public, for many years? Is there no responsibility for checking the reliability of the person making such attacks? Or the possibility that the attacks are made for financial gain? Is there no obligation to attempt to check rumors with people or groups who might be in a position to affirm or deny them? Is the desire to get the "news" to the public fast more important than getting accurate information to the public?

A Matter of Ethics

These are questions that have been argued for many years. Yet the mass media cannot shirk responsibility by suggesting that the media merely provide "what the public wants." The media must definitely assume the position that providing reliable information to help people make wise decisions is of paramount importance.

An increasingly well educated public will demand mass media that serve the public interest by providing adequate and fully reliable information in all areas. This job is being done very well by most of the media today, but the irresponsible few still make more noise than do the responsible ones.

Dairy farmers have appreciated the steady flow of information from the mass media through the years. The media bring to farmers market information, research data, fast weather reports, new information about all types of farm operations, as well as information of vital interest to farm families as citizens of their communities. Dairy men do not want to see any weakening of the influence of the mass media, and we pledge our support to the media which give to America the kind of information and leadership that proves to us, as well as to the world, that this is a nation that is much more than the criminals, food faddists or quacks who dominate too much of the news reports.

AMERICAN DAIRY ASSOCIATION

The Dairy Farmers' Voice in the Market Places of America

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CARTOONIST OF THE MONTH

A native of Seattle, Washington, **Walt Partymiller** has been the editorial cartoonist of the *Gazette and*



Walt Partymiller

Daily, York, Pennsylvania, since 1945. His first cartoons were drawn for his high school paper and for the humor magazine of the University of Washington. After his college days he was a staff artist for the *Seattle Post-Intelligencer* before heading for New York where he did free lance work and studied at the American Artists School. He has exhibited paintings at the Museum of Modern Art in New York, the Seattle Art Museum and the Exhibit of Quaker Artists in Philadelphia. One of his cartoons was recently presented to the United Nations by Bernard Baruch. His work has been reprinted in such publications as the *New York Times*, the *Christian Science Monitor*, the *Bulletin of the Atomic Scientists*, *Newsweek* and in economic textbooks. His wife is also an artist and they have two sons. His cartoon, drawn especially for *The Quill*, appears on the editorial page.

THE QUILL for May, 1960

NATIONAL OBJECTIVE: "LET THE PEOPLE KNOW THAT SECRECY IS THEIR FIGHT TOO"

THE QUILL

A Magazine for Journalists—Founded 1912

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MAY, 1960—Vol. XLVIII, No. 5

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On the Cover: Two members of the news staff of the Atlanta, Georgia, Journal compare an old edition of the New York Times with the first copy of "The Atlanta Century," a unique Sunday feature reporting the news of a century ago. At left is Norman Shavin and with him is his associate in the venture, Mike Edwards.

LOOK FOR IT NEXT MONTH

ANNUAL AWARDS ISSUE

ETHICS OF RADIO NEWS
By James Borman

STARS AND STRIPES STILL SERVES THE GI
By Donald B. Towles

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EDITORIALS

History in the Making

THE unique Sunday feature of the *Atlanta Journal*, "The Atlanta Century," described in this issue by Norman Shavin, is a reminder of the role journalism has played through the years in writing history. Important as the reporter's part has always been, it takes on added significance today. In scope as well as in depth the reporter is the "interpreter of today's events and the mirror of tomorrow's expectations."

One has only to look back on the files of a century ago, as has been done to produce "The Atlanta Century," to realize how much more complex is the task of today's newsmen in recording contemporary history. Even with the dramatic events of the Civil War, the press of a century ago was predominantly provincial. Modern news beats not only extend literally to the four corners of the globe, but into outer space as well.

- Certainly our generation is preserving for posterity a much more complete story of contemporary history than has ever been compiled in all of recorded history. Modern communications make it possible for newspapers to present each day a report of what is happening around the world in both text and pictures. Electronic inventions make it possible for us to see and hear the great events of our time as well as to read of them in our newspapers.

There is another distinctive difference. The reporters of a century ago as the contemporary historians of their time were content with surface reporting of the news of that time. Today's newsmen also seek to give skilled interpretation of the facts and the background information upon which a democratic people can base their decisions. The importance of this contribution to a better understanding of our complex world is underscored in Walt Partymiller's cartoon on this page.

For the historians of the future we are not only providing a far more comprehensive record of our time, but we are able to preserve that record far better. Newspaper files no longer fade and crumple into dust. They are preserved on microfilm. Video tape and other electronic devices make it possible for the historians of future centuries to see and hear the leaders and events of which they will write.

- Another bonus for the historians of the future lies in the fact that today's reporters and news analysts are far better trained than have been any of their predecessors. They have a background knowledge of government, economics and the other social sciences. Newspapers today have developed news staffs of experts to a degree unthought of even a few decades ago.

Anyone who might be inclined to dispute this appraisal can speedily convince himself of its validity by a casual comparison of the files of a few years ago with today's newspapers. There is no ground for complacency, for as critics of current reportorial standards have pointed out in these pages, there remain many shortcomings to be overcome.

It is this identification with living history which should be an exciting challenge to the young men considering journalism as a career. Never has the challenge been as compelling, or the opportunities for service as great.



Drawn for THE QUILL by Walt Partymiller, Gazette and Daily, York, Pennsylvania

The Summit

No Restful Ruts

IN delivering the thirty-first annual Don R. Mellett lecture recently at the University of Oklahoma, Lee Hills, executive editor of the Knight Newspapers, used a phrase that caught my eye. Today's newspaperman, he said, "must beware of the restful ruts, of the curse of routine thinking." Journalism was never a sedentary occupation but in our generation the changes come more rapidly.

One of the changes already upon us is the demand for more specialization. Mr. Hills predicts that the day is not far off when "our major newspapers will be able to find and willing to pay bright young medical graduates to write about medicine, educators who will quit the campus to write about education, physicists who will desert the laboratory for the city room." It is a sound prophecy and it may, as he suggests, transform tomorrow's newspaper.

- There is no reason, however, why the reporter who wants to advance in his profession cannot achieve a degree of competence in one or more specialized fields that will make him much more valuable to his newspaper. One of the most effective ways to avoid "restful ruts" is to develop an interest in one of the specialized fields which today's newspapers must cover and to acquire the background knowledge that will enable the reporter to report it effectively.

CHARLES C. CLAYTON



Executive Editor Sid Steen of the *Tulsa World* (center, foreground) is shown surrounded by Tulsa University journalism students now working on the newspaper and regular staffers who came to the *World* from the University via the internship program. Some students get two or three years professional experience through this program before they get their degrees.

Tulsa Students Learn and Earn

By THOMAS W. WOOD, JR.

WHILE many editors have been complaining about the drying-up of young newspaper talent, the editors of the *Tulsa* (Oklahoma) *World* have quietly gone about the business of issuing "professional scholarships" to students at the University of Tulsa's journalism school.

The two institutions are in their second decade of close cooperation.

- "Professional scholarships" simply consist of the hiring of promising youngsters for specific jobs on the newspaper. Each student must meas-

ure up to the task or lose his job like any member of the working press.

The cub receives no college credit. He receives a pay check and stays on the job so long as he performs properly and advances to more responsible positions.

Sid Steen, executive editor of the *World*, a daily with approximately 100,000 circulation and 158,000 on Sunday, doesn't merely take the word of the University journalism staff that a kid is promising. Steen is an instructor on the TU faculty himself and handles the newswriting laboratory. In this

way he has an opportunity to gauge the work of each person going through TU's growing journalism school.

- Few students in colleges have the same opportunity to get the professional feel of a typewriter while still in school, and all TU students are not taken on by the *World*. Steen carefully screens the talent for ability, desire, dedication to newspapering, and drive.

As could be expected, the *World* staff is heavily weighted with TU graduates and the payroll contains the

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A special message to everyone born between 1938 and 1942

Hey, there! You with the freshly-starched diploma in your hand! Discouraged with your first hard look at this topsy-turvy world? Think someone chopped out the rungs in the ladder of success? Think opportunity is dead?

Don't you believe it! Today, opportunity under America's free enterprise system is more alive than ever! Within the next few years, you'll see space travel programs accelerate and inspire now unheard-of products. You'll see standards of living go up. You'll see exciting new jobs created out of nowhere.

Take our own business, for example. Oil. In the next few years, we *know* Standard Oil will create a cornucopia of new products and new processes. And that means opportunity! But it takes time, work, and study to turn opportunity into advancement. People who are willing to put forth the extra effort to prepare for greater re-

sponsibility will find opportunity awaiting them.

Is opportunity dead? Whenever we hear that question, we think of the thousands of people who won promotions last year at Standard Oil and the fact that most of our officers and directors since this company started have come up through the ranks. No Standard job is too big a target for any employee...if he listens for opportunity's knock and is ready for it when it comes.

Opportunity dead? Not by a long shot!

WHAT MAKES A COMPANY A GOOD CITIZEN? One way to judge is by a company's economic effect on a community. Is it growing? Is it progressive? Will it provide opportunities for advancement? For the five years from 1954 to 1959, Standard spent \$1.4 billion on new facilities. Expenditures like these help to create new opportunities.

STANDARD OIL COMPANY
(INDIANA)



THE SIGN OF PROGRESS...
THROUGH RESEARCH

Bucks for Yuks

By KEN KRAFT

PAYMENT for a couple of anecdotes I had sent to magazines arrived one Saturday recently. That wasn't unusual, since writing them is part of my business, but in this case it was. Both checks were for \$100. This is the top cream, and ordinarily it is a while between drinks.

If you can write anecdotes—and men with newspaper experience have a running start at the sharp, quick story-telling it takes—there are editors with money to buy them. It provides a sideline income; in professional free-lance writing it helps fill gaps between checks for major sales. It also helps morale; a check is a check. And if you want to look at it on a per-word basis, even the low-rate markets pay well.

● A salable anecdote is a kind of soft-sell joke. You don't have to believe a joke to laugh at it, but an anecdote is about something that happened. It is pointed up here and there for stronger impact, but it is basically true. You can

make up a joke, working backwards from a ludicrous remark, say, or by combining an attitude and a situation that don't fit each other, but you can't fake an anecdote. It does need a build-up for its climax to make sense, however, and here the newsroom's who, what, why, where and when come in.

● The "who" is the most important part of most anecdotes because, I suppose, they are built almost purely of human-interest material. An example is something that happened when a man I knew decided his five-year-old daughter was old enough for the thrill of a ride on the Racer Dips at St. Louis' Forest Park Highlands. He began to regret it as soon as they thundered down the first steep grade and the child shrieked in fright. He tightened his arm around her, but the next dip was even worse, and she looked as if she was going to be very sick any moment. To calm her, he chuckled and said lightly, "My! Isn't this good fun, honey?" The child gulped as the train of cars headed upward toward the next dizzy height. "Y-yes, daddy," she whispered. "But don't let it get any gooder."

Children are always providing anecdote material, by accidentally revealing their feelings, doing violence to the language, asking awkward questions, being shockingly truthful or poor liars, and so on.

● Some of your own experiences can be another source of anecdotes if they make a point by revealing character, upsetting dignity, or exposing nonsense—so that the reader recognizes the situation and then laughs at a twist in it. I once wrote up an incident from Navy training school in which a good-hearted goldbrick in my platoon helped me limp over to the dispensary with a bum ankle one rainy day.



KEN KRAFT

This fellow, Sweeney, was the dread of the dispensary staff because of his constantly trumped-up ailments to get out of duties, but to show what a really good egg he was, he not only gave me a hand but stowed both our laundry bags under his raincoat to drop off at the wash house after he left me. As we parted at the dispensary doorway, one of the staff caught sight of him standing there with one hand still helping me and the other clasped to his bulging raincoat. "My God!" he yelled. "Here comes Sweeney again—and he's pregnant!" *True* bought the anecdote, and *Reader's Digest* picked it up. Both are top markets, and in them you can quickly see what sort of material is wanted. Military experiences are particularly liked by *True*, since it has a mature male audience.

● Another often excellent source of anecdotes is the raw is conversation. If something amuses someone enough for him to tell it, it may make a good written anecdote. Frankly, this doesn't seem to happen very often, but often enough to repay attention, and it certainly makes you a good listener. I wrote up one such bit about a newly married man whose bride was irked at being labeled merely "Fred's wife" by his business friends. She called the office one day to remind him about a bill and, since he was out, gave the message to a fusty old bookkeeper who then asked: "And this is Fred's wife, I presume?" The girl flared up and said tartly, "My name, thank you, is Betty!"

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BEHIND THE BYLINE

Last July, Ken Kraft did an article for *THE QUILL* titled, "I Thought I'd Gag," in which he told about his experiences as a gagman for cartoonists. In this piece, Kraft writes about the extracurricular opportunities for newsmen in doing anecdotes for magazines.

Kraft, a former staffer for the St. Louis *Globe-Democrat*, has been freelancing for ten years. While he directs his output primarily toward magazines, he is also author of a book, "Land of Milk and Omelets."

He is a native Missourian, a graduate of the University of Missouri School of Journalism in 1931, and he is currently living in Pebble Beach, California.

Special Problems of TV News

By WILLIAM J. SMALL

AMONG the many folk tales that have already grown up in commercial TV—a teenager with many adolescent traits—is the strange legend that the camera eye is some sort of mystical X-ray that penetrates phonies. There might be some meager defense of this but there is no scientific reason for electronic machinery to be any more penetrating than a human reporter. Anyone in TV can cite incidents involving perfectly virtuous persons who come across the little screen nervously exhibiting the *eclat* of an Al Capone. On the other hand, many a rogue exhibits the sincerity of a Florence Nightingale matched with the charm of a Mary Margaret McBride.

- Still it is part of the mystique of TV that some should believe it can penetrate and expose the bad while reaffirming the true. If that were only the case, there would be no problem of ethics in TV journalism. The X-ray eye of the cathode ray would solve all dilemmas. In practice, however, this mystique is a mistake and ethics are of cardinal importance.

If we assume that the local TV newsman inherited the ethical considerations of the radio newsman and journalism generally, we might look at areas in which he has unique problems. Most of these involve the visual image.

- There is the problem of film. To begin with, the important question of how much film is proper in a TV newscast. Film, especially sound film, eats up time far more than does straight narration. The newsman must determine what is excessive to maintain balance and news value.

This is the sixth in the series of articles on journalistic ethics compiled by Sigma Delta Chi's Committee on Ethics headed by William Small, author of this article.

- One can say that the President flew to his country home for the weekend in just a few seconds. To show film of his departure or to have a sound clip of his parting comment is much more time-consuming. What is sacrificed to make room for the film?

Since the first days of TV news, newsmen have faced the dilemma of how much film is proper and how often can one rationalize weak film because "we've got to have some film." Two major advances have corrected some of the imbalance resulting from this dilemma. For one thing, there is a great deal more of hard news, fresh news on film. Secondly, we in TV news have become much more agile in telling a better story behind film, less concerned with auditing every scene the viewer sees as with putting it in its perspective newswise.

- Much use is made today of stock film from a local station's film "morgue" and with film that may be a day old or more. When this is done simply to have film, as it too often is, we have evaded not only the ethical need for a balanced, fresh report on the day's news but we have also sacrificed TV's great asset, speed.

Proper use of stock film (and, of course, fresh film) can give dimension and added meaning to a story just as proper illustrations in a newspaper. One can defend the fact that film wisely used can even tell a story better than

live broadcast from the scene. It has greater flexibility in getting proper sequence of visual images. There is greater opportunity to add background and interpretation of the news report.

- In using TV one must recognize the value of the total image, not just the film but also the narrator's appearance and voice. I know one political figure who was convinced that a local TV newsman always slanted the news involving him, not in what the newscaster said but in how he looked ("That smile is a sneer, I swear it is"). Certainly, a facial expression on TV and voice inflection, as on radio, can

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WILLIAM SMALL

Atlanta Reads Civil War News As It Happened 100 Years Ago

By NORMAN SHAVIN

IT'S every reporter's dream, some say, to publish a weekly newspaper.

Today, Mike Edwards and I are doing just that—while continuing to work fulltime for *The Atlanta, Georgia, Journal*.

Curious arrangement? Maybe so, especially when you consider that *The Journal* is enthusiastic over the arrangement.

The catch is this: Our weekly newspaper is 100 years old, and it's part of the Sunday *Atlanta Journal-Constitution*. If you think the contemporary weekly publisher has problems covering his area with a limited staff, consider ours: Our weekly, "The Atlanta Century," is covering the nation with a two-man staff.

- "The Atlanta Century" is the name given to the most monumental writing project ever undertaken under the aegis of *The Atlanta Journal-Constitution*.

The format, conceived by the writer, is simply this:

Each week, since March 6, 1960, we have been telling the story of America via the front page of a weekly newspaper as it might have appeared 100 years ago. Each front page is limited to recapitulating the events of that week 100 years ago, so that the reader today feels he is reading a contemporary journal of 1860.

We make one major concession to the current reader: We aim for more attractive makeup via shorter stories and use illustrations—pictures and sketches—made in 1860.

- Newspapers of that period rarely, if ever, used news pictures. During the war, some use was made of maps. Weekly periodicals, however, such as *Harper's Weekly* and *Leslie's Illustrated*, made liberal use of artists' sketches. These we're employing.

"The Atlanta Century," we believe, is not only unique in format, but the

earliest long-range commemorative project devised in connection with the Civil War Centennial.

While it is issued from Atlanta, it is a national newspaper in scope of content. It is also as non-partisan as we can make it. It has no ax to grind, though we've said to ourselves in jest that since Lee surrendered to Grant at Appomattox Court House April 9, 1865, it might be wise for us to stop publishing April 8, 1965, and let our readers dope out the climax for themselves.

"The Atlanta Century" wasn't originated to reopen old wounds or re-fight a tragic conflict. It is dedicated to the most significant period in American history, an era when democracy was

BEHIND THE BYLINE

Norman Shavin, originator and co-editor of "The Atlanta Century," is TV-radio editor of *The Atlanta Journal* and Sunday *Atlanta Journal-Constitution*. He has held this position since October 1, 1956.

He is a graduate, in journalism and history, of Indiana University (1949), where he was a member of Sigma Delta Chi. He is a member of the Atlanta Chapter of Sigma Delta Chi.

His newspaper experience includes positions with *The Chattanooga* (Tennessee) *Times*, the *Louisville* (Kentucky) *Times* and as Sunday and feature editor of the *Jackson* (Mississippi) *State-Times*.

He has won awards from the Mississippi Press Association, worked toward his master's degree at Indiana University and the University of Louisville, has taught journalism at Millsaps College (Jackson, Mississippi) and served on the Sylvania TV Awards Committee.

He continues to hold his position as TV-radio editor of *The Atlanta Journal* while working on "The Atlanta Century."

put to the acid test. "The Atlanta Century" has a singular point of view: It believes that a better understanding of this maelstrom a century ago will rekindle every reader's appreciation of the incalculable importance of the American dream.

- It's difficult to pinpoint the origins of "The Atlanta Century." As the originator of it, I submit that the seeds were planted with an innate love of history, and living and playing among the battlefields where some of the war was fought (Chattanooga). I was spurred by a desire to provide a feature unique to newspapers in commemoration of the period itself.

The idea began to bear fruit last fall when I approached Executive Editor Eugene Patterson with the format. There were long discussions, and I like to recall that when I suggested to him the weekly series run for at least five years, he turned his jaundiced eye on me and in a gentle, paternal way said, "Are you crazy?"

As it now turns out, maybe both of us are. We discussed the project for long hours; General Manager Jack Tarver and other executives were sounded for their thinking. Finally, in November, I got the green light.

- I knew that the first thing I needed was a "crazy" partner. I picked Mike Edwards, *Journal* rewrite man, who had recently come back from a stint on the New York *Herald-Tribune*. Mike and I batted it around, pro and con.

- The enormity of the project first staggered us both; then it became a challenge. Now, apart from nightmarish overtones, it's become an excitement. On December 1, 1959, work officially began.

It started with the selection of a historical advisor; we wanted a backstop for accuracy and we needed someone who could direct us to the most reliable sources. We found the man in

THE ATLANTA CENTURY

A Non-Partisan Account Of Events Of This Week 100 Years Ago

Written by Herman Sherin and Mike Edwards of the Atlanta Journal-Constitution (C 1960); Historical Advisor, Dr. Martin Abbott, Oglethorpe University.

VOL. 1 NO. 1

SUNDAY, MARCH 4, 1860

ATLANTA, GEORGIA

TEN BITTER YEARS.

Pres. Buchanan's Speech to Congress

North and South now Ready

Split on Slavery.

John Brown's Raid Now Known

1859 Angry Nation

South's Cotton Production

Now at 2,500,000 Bales.



Abraham Lincoln

MR. LINCOLN'S CHIEF

CALLS ON PEOPLES' SENSE OF JUSTICE

He Speaks for the Country

In Question To Seem

NEW SPEECH OF SLAVERY, HE SAYS

MR. LINCOLN'S ADDRESS TO CONGRESS

THE ATLANTA CENTURY

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Equitation Statue of George Washington, Dedicated Feb. 22 in the Capital

THE NEWS IN REVIEW

Washington Statue Dedicated

Sequester Found—Tragedy

The Dedication of the Statue of George Washington

Sequester Found—Tragedy

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PROSPERITY IS SEEN.

Sectional Differences No Bar

But War Progress.

Scientific Advancement

Improves Living.

Transportation Does; Pay Expansive

Regies Within Weeks.

Discovery of Silver and Oil.

Destiny of Oregon Cited.

The nation, despite differences be-

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William H. Seward

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Dr. Martin Abbott of Oglethorpe University's history department.

Since Dr. Abbott is a historian, not a newsman—and since Mike and I are newsmen and not historians—we had to probe each other's problems to understand each other's requirements. We were ready for the next step.

We secured office space in the *Journal* building, set up files, entered into correspondence, and began building a library of basic texts and other sources drawn from various repositories.

- We began stockpiling material. Books were basic, of course, as were Congressional reports of the 1850-1870 period. We started searching for newspapers of that period and for periodicals. Original or microfilmed copies of *The New York Times*, the *New York Herald*, the *Springfield Republican*, the *Atlanta Intelligencer*, the *Charleston Courier*, the *Augusta Constitutionalist*, *Harper's Weekly*, *Leslie's Illustrated*—even the *London Illustrated News*—are being mined with regularity.

We started reading and note-taking; we're still building our resource material.

The Promotion Department stepped



NORMAN SHAVIN

in and devised special mailings to schools and other agencies to tell them what we planned. Full-page ads, special stories in our own paper and to the trade press followed. We went on TV with the story and are now engaged in two brief broadcasts (on radio) each week to point up stories in coming issues.

- The response—from readers, our own circulation people, newsmen at the Georgia Press Institute (where we made a presentation), colleges and individuals far beyond our circulation area—has been excellent.

But preparation to publish a 100-year-old weekly required many other decisions.

We studied 1860 newspapers of the period to decide on style. We settled on a seven-column format (no jumps; each front page is complete in itself). We had to find type (for heads) and discovered very suitable fonts gathering dust in our own composing room. We had to devise a style-book and we had to make up a calendar to correspond accurately to the 1860 period (to start).

We had to settle other matters. For example, we could allow ourselves no predictions in "The Atlanta Century," on the theory that the careful editor of 1860 couldn't have known the future as we now can. We had to be careful of hindsight; we cannot allow ourselves omniscience. We do permit ourselves accuracy as history has distilled it. We do allow ourselves a brevity of style and contemporary techniques in building a story.

- We are looking for the names of men who later became prominent, but use them at this period only if the news justifies it. For example, when Lt. Col. Robert E. Lee goes chasing a Mexican bandit, Cortinas, in Texas, that's legitimate news. When a well-known actor named John Wilkes Booth borrows a uniform of the Richmond Greys so he can witness the hanging of John Brown in December, 1959, we see fit to mention this curiosity. But we don't point to Booth ominously, as if to say, "Here's the man who, five years later, will send a nation into mourning."

We do strive for balance of news. Thus, we have had features about ladies fashions (illustrated along with a cartoon about an 1860 fad for wearing cavalry boots); we have a birthday feature about Chief Justice Taney of the Supreme Court; there is an illustrated sports event involving two boxers: the challenger Heenan, of America, and the English champion, Sayers, who fought outside London in April, 1860.

- There are stories about a probe of President Buchanan, about an exciting

balloon ascension at Savannah, about the Pony Express, about the coming visit of the Japanese ambassadors, about wrangling over rules at a meeting of the National Base Ball (sic) Association.

A "news events of this week" feature briefly ties up the loose ends, being paragraphs about notables, or events, of the week. In an early issue, we even picked up an ad (but no revenue) extolling the virtues of a patent medicine that would cure (the maker said) everything from "broken breasts" to "pain in the face," not to mention rheumatism, sprains, headaches and virtually every other discomfort.

In short, we're striving to reflect the problems, interests, curiosities and mainstreams of the times.

- One of the beauties of the research is the discovery of parallels between events of 1860 and 1960.

The Democratic Party then was split prior to its convention in Charleston, just as it is today. The Republican Party set its convention in Chicago, as it does this year. Phineas T. Barnum was "rigging" his shows, just as the TV quizzes were "fixed."

Jefferson Davis, then a Senator, was involved in controversy over the Negro schools in Washington, and they are still a subject of inflamed debate. The North was angered at the Dred Scott decision, just as the South today heatedly attacks the Supreme Court's 1954 decision involving the schools.

Even Chief Justice Taney offers us a parallel: He was the first Catholic chosen for so high an office, and you can compare that achievement with John Kennedy's aspirations today. The first official visit of a Japanese delegation to the U. S. in 1860 is recalled by announced plans that the Japanese Crown Prince and his wife will visit this country this year. There are many parallels extending across the century. They will all be plumbed.

- Each week's issue of "The Atlanta Century" is carefully mapped out in the private office where Mike and I step back 100 years, which explains why we call the space our "time machine."

Having plotted out each week's major events, we then start reading all available sources, extracting material relevant to that week. We assign ourselves stories and picture requirements. The illustrations may be readily at hand, via *Harper's*, or we may have to write the National Archives or some other source. We are always careful of copyrighted material; nothing is "lifted." We must also be careful of one-column "head shots": It would be historical error, for example, to run an illustration

(Turn to page 21)

Editors Debate Value of Journalism Training

By DELBERT McGUIRE



DELBERT McGUIRE

FROM the letters-to-the-editor column of Kiplinger's *Changing Times* magazine for February, 1960: "Journalism school? What a laugh! The essence of good writing is the ability to think clearly and simply. If you want to write, cultivate the brain. Stay away from the trade schools."

A minority viewpoint? That's what the writer sought to find after noting an increasing surge of anti-journalism school sentiment being passed along to high school and college students.

For example, the *Wall Street Journal* last fall published an excellent book, "Do You Belong in Journalism?" consisting of a series of chapters, each by a prominent editor or journalist, who pointed out the advantages, the disadvantages, and the entrance doors to this profession.

- Many of the writers stated flatly that students in college should seek a degree in the social sciences and avoid journalism studies "to get a well-rounded

education." Career conferences arranged for high school seniors, to which editors are invited, often include the advice that they skip journalism courses when they enter college.

This article does not take issue with those editors' conclusions, nor with the opinions of journalists who will be quoted in later paragraphs. Those conclusions must be based on careful thought and experience. The writer is concerned that journalism schools recognize that, in general, a negative appraisal exists concerning the value of journalism training in college—exists among a group that should be our staunchest supporter.

To ascertain how the nation's newspaper editors felt, the writer selected from the *Editor and Publisher Yearbook* the names of seventy editors of large-circulation newspapers across the nation. A questionnaire was sent to each, with questions designed to make it easy for the editor to express his opinion, whether in favor of or against journalism training.

Twenty-seven of the editors replied and granted permission for their names to be used in the compilation. That is not an impressive sampling, but the list represents some of the profession's leading practitioners.

- The result? The majority viewpoint is that a student will gain by skipping journalism education in college.

Most felt that there was too much emphasis placed on it by the departments; many felt that present courses and teachers are outmoded and passé; a few felt that it was a complete waste of time. None felt that J-schools are doing as good a job as they should be.

The editors' main premise? "Well, you can learn that stuff—headline count, copyreading marks, the 5W lead

—in a month or two on the job. So why spend 25 per cent of your college career learning it?"

Question 1 in the survey asked: If you have employed beginning reporters with degrees in journalism and others with bachelor of arts degrees, can you make a distinction about the value of the two groups as beginners? If so, how do you rate them?

Fifteen felt that journalism majors were ahead at the start; twelve that the two groups were even or that it depended on the individual.

George Beebe of the *Miami Herald* represented the majority viewpoint: "Journalism graduates are usually a year advanced in newspaper knowledge."

Best comment of the minority viewpoint, perhaps, was that of Frank Byerly, managing editor of the *Des Moines Register and Tribune*:

- "I make no distinction between these two beginning groups. The liberal arts people require about a month of training to become familiar with the house-keeping and mechanical business of reporting. The journalism graduates usually have this trade training. Sometimes, however, the liberal arts people move faster after a few months."

Darsie L. Darsie, feature editor of the *Los Angeles Herald-Express* and a lecturer in communications at the UCLA graduate department of journalism, noted, "Both groups must be trained in skills practiced on the individual newspaper. We have found that a good, stiff liberal arts education is of great value, with graduate training valuable for those capable of becoming top-echelon editors."

(Turn to page 17)

BEHIND THE BYLINE

Delbert McGuire has been on the journalism faculty of North Texas State College since 1950. An associate professor, he is the author of a textbook, "Technical and Industrial Journalism." He holds bachelor of journalism and master of journalism degrees from the University of Texas. Prior to joining the faculty at North Texas State College he was editor of two trade publications in Fort Worth, Texas and worked as a reporter and desk man for the Austin, Texas, *American-Statesman*. He is a member of Sigma Delta Chi and a member of the Board of Directors of the Fort Worth Professional Chapter.



Is this common sense?

Spending \$10,000,000,000 to lose \$350,000,000 a year?

Doesn't make sense, does it? Yet that is exactly what is being urged on the U. S. by the lobbyists for more government-in-the-electric-business. And all America's taxpayers would have to pay for this peculiar deal.

AVOIDING SHARE OF TAXES

Here's how it works. The advocates of federal electric power systems want government to spend \$10,000,000,000 *more* on top of about \$5,500,000,000 of taxpayers' money already spent. These so-called "public power" systems are exempt from federal income taxes, and largely from any state or local taxing.

On the other hand, \$10,000,000,000 spent by independent electric companies would *produce* about \$350,000,000 yearly in federal, local and state taxes, at today's rates.

TAXPAYERS PAY TWICE

So the "public power" proposal boils down to hitting most taxpayers *twice*: use their taxes to build government power systems—and tap them for the share of taxes that government systems escape.

UNNECESSARY SPENDING

The tragic fact is that more spending for such federal power programs would be unnecessary. The hundreds of independent electric companies are able and ready to provide for the nation's growing electric needs. They are financed by investors instead of taxpayers. They've proved they can supply plenty of low-price power *without* using tax money to do it.

WHAT YOU CAN DO

The choice seems so easy you wonder why it's necessary to talk about it. But that \$10 billion may be spent for more federal "public power" because so very few people know the facts.

Will you help spread the word? The coupon below will bring you more facts and figures. Check the pieces you want. They'll come promptly, at no charge.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES

Room 1112-O, 1271 Ave. of the Americas, New York 20, N. Y.

Please send material checked below:

- ☐ The new, free booklet, "Who Pays for Government-in-the-Electric-Business?"...telling how my taxes are affected when the government gets into the electric business, and important facts about the independent electric companies.
- ☐ Names of companies that sponsor this message.

NAME _____
(Please print)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Journalism Training

(Continued from page 15)

(Darsie, incidentally, was prepared to answer the survey fully for he sits on the editor's side of the news desk, lectures in graduate journalism, and had just reviewed the book, "Do You Belong in Journalism?")

James W. Williamson, city editor of the *San Antonio Light*, wrote: "After an initial period of six weeks, more or less, depending on the individual, we have found slight distinction in the capabilities of beginning reporters with degrees in journalism and those with bachelors of arts degrees."

Other answers included such terse statements as "even, generally," "no" (no difference discernible), "such a rating varies with the man" (which seems to cancel the value of journalism school training), and "I have found no evidence that journalism degrees prepare men better for reporting."

Question two of the survey: Can you draw a distinction between these two groups at the end of two years of employment?

• Here the editors' opinions shifted more strongly to the non-journalism view. Thirteen felt that there was no distinction, five felt that journalism majors were still ahead, five that the liberal arts majors led. Four felt that it depended upon the individual, not the formal training (which again is in reality a vote against formal journalism education).

John H. Colburn of the *Richmond Times-Dispatch* wrote: "After two years the bachelor of arts majors have pulled even. They have mastered the techniques and begun to show superiority, especially in spelling, grammar, and the ability to follow the stylebook. They are also showing more signs of being inquisitive by asking more 'why's.'"

• Another editor wrote, "At the end of two years, there doesn't seem to be any appreciable distinction between the two groups. Perhaps the straight B.A. has a slight advantage—a less stereotyped approach."

Jenkins Lloyd Jones, editor of the *Tulsa Tribune*, spoke in defense of the journalism major but would limit J-schools to eight semester hours. His comment and plan:

"Education for journalism will make better mechanics out of mechanics. The artisan would become a first-class newspaperman even if he never saw a journalism school. But even in his case, some well-conducted journalism classes will shorten the period of de-

velopment and make him more quickly competent. I don't belong to that considerable group of editors which thinks that colleges of journalism should be plowed under.

"... My idea of a journalism course for smart young Americans headed for work in a daily newspaper newsroom:

"News writing, 3 hours, one semester.

"Copy editing, headline writing, make-up, 3 hours, one semester.

"Libel law, ethics, history of journalism, 2 hours, one semester.

"All of this should be given in the senior year, preferably in the semester just before graduation so that the mechanical techniques will be fresh when the student applies for a job."

Question three offered the editors a chance to note where they felt that journalism education was falling short, if thus they felt. It was: Do you feel that some or many professors of journalism are behind the times, through lack of association with current practices, and thus indoctrinate their students with out-of-date techniques?

• Fourteen editors replied "yes," eight said "no," two qualified their answers with "some are behind the times," and three held no opinions.

Williamson of the *San Antonio Light* said, "Perhaps the solution for schools of journalism is less classroom theory and more 'laboratory' training under the direction of teachers who have had recent exposure to newspaper work." (The italics are his.)

Darsie of the *Los Angeles Herald-Express*: "Definitely yes. I feel that practically all of the journalism textbooks I have seen were out of date before being published. The whole field of communications is changing overnight. Few professors are aware of these changes."

Al Parker, managing editor of the *Wichita Falls (Texas) Record-News*, believes "Not so much out-of-date techniques as too much theory, too little practice." R. P. Early of the *Indianapolis Star*: "Professors spend too much time on matters that don't take much time to learn."

Walter Humphrey, editor of the *Fort Worth Press*: "Yes. I think they need to get out oftener to spend time in newsrooms. The staffs of most journalism departments in Texas spend almost 100 per cent of their time teaching; this needs to be supplemented for all members of staffs, even if colleges have to underwrite it."

Colburn of the *Richmond Times-Dispatch* sums it up: "I'd put it this way: Far too many fail to keep up with what newspapers are doing in pioneering new coverage trails. Far too few are

even visiting newspapers. Far too few are examining the techniques of such magazines as *U. S. News and World Report* and *Business Week* to see how they could be applied to newspapers. In short, the professors are trodding the same ruts carved out by too many newspaper editors who are behind the times."

Question four: Do you feel that some (or many, or all) professors spend too much time on pure techniques (how to count a headline, copyreading marks, the college style sheet) and not enough time on professional principles?

• Fourteen said yes, eight no, and five had no distinct opinion on this question. Eugene Patterson of the *Atlanta Journal-Constitution* was brief: "Yes." Eyerly of *Des Moines* took the opposition viewpoint: "Quite to the contrary, I feel that too many journalism graduates do not know anything about desk technics... I do have the feeling that some J-courses occupy a student's time that should be spent on liberal arts work. I feel there is too much teaching of editorial writing to students who are appallingly untrained in English composition and history."

Next: Are outdated, inadequate, or undesirable policies and viewpoints of journalism teachers instilled into students to the point that editors must retrain them?

Thirteen of the newsmen replied negatively on this one, ten voted "yes," and four had no opinion.

Colburn: "All too true. One of the big problems of the city desk with journalism school students is to rid them of 'theory' and the old-time 'taboos.' For instance, the reluctance to use names of stores and organizations; of brand names. I take the position that if a mention of a store, organization, or brand name is pertinent it should be identified for the reader. Otherwise we just leave him with an unanswered question."

Basil L. Walters, editor of the *Chicago Daily News*, wrote: "In all too many instances, this is the most valid criticism of journalism teachers. The American press is becoming too standardized. Journalism professors must take their fair share of the blame. What is needed most is daring to be different."

• J. Q. (Jake) Mahaffey, editor of the *Texarkana Gazette* and *Daily News*, differed: "It has not been my experience that this is true. I have no trouble retraining journalism students. Sometimes I wish I did. Some of them don't have nearly enough enthusiasm."

Question eight: If the average journalism degree takes 25 per cent of the student's college time for journalism

courses, do you feel that this 25 per cent could be spent better elsewhere?

The replies: Yes, seven; only part, four; no, twelve, and no opinion, four. Those who felt that all or part of the 25 per cent could be best spent elsewhere were asked to list subject areas. They included journalism-oriented courses in history and English literature, the social studies, spelling, sciences, logic, ethics, advanced math, foreign languages, and "anywhere!"

Next: Do you feel that journalism schools serve a real and helpful purpose to the profession, commensurate to the cost of salaries, buildings, equipment, and the usurpation of space that could be used in other studies?

• Fourteen editors believe that they do serve a useful purpose, although most added reservations; four said that some

do and some don't. Five said that they do not, and four had no opinions on this question.

The replies to this question are perhaps the most damaging to the journalism teacher's peace of mind of the entire survey, yet they leave little room for comment.

There are journalism teachers, in all probability, who have already challenged this evaluation of their work by the group of editors. This is not a point of contention of the present article.

Training in the nation's schools of journalism may well be successful, judged on that presented by other professions and skills. But a basis of respect and approval by the practitioners for the end product of the schools is lacking. A move should be started to reconcile the two.

Bucks for Yuks

(Continued from page 10)

When the bridegroom returned to his desk, he found the scandalized book-keeper's note: "A Miss Betty called to remind you to pay the *apartment rent* today. SHAME ON YOU!" It sold to *Quote*, which isn't a lush market, but has an interesting side effect—it is a source book for public speakers and others who need such material, so that you find your stuff coming back at you through the radio or in newspaper columns, occasionally with a credit line.

• As a kind of bonus, doing anecdotes is likely to help sharpen your writing style. Their prose must be lean, and balanced so that it builds up to the all-important punch line or the thing goes flat. And since the effect is often triggered by a single word or phrase, you must plant clues that lead to the explosion without giving it away. And—a small point but important—if the punch line is quoted, it almost always has more force if the break for reference to the speaker comes in the middle: "No, sir," he said, "not in Texas you don't," is, even out of context here, harder-hitting than: "No, sir, not in Texas you don't," he said.

With all this, brevity is essential. The strung-out, rambling anecdote went the way of gaslight and sleeve garters. Par for the course is now about 150 words in most cases, and you can often cut that to 125 or so without harm.

Not all magazines title anecdotes, but it serves as a handy identification if you title them yourself—"Enough is

Enough," "Here Comes Sweeney," "Exposure," or whatever tag fits.

• The best way to mail them is also the cheapest—in ordinary white envelopes used for letters. You can send four sheets of 16-pound paper and a return envelope, stamped, for four cents. No note to the editor is necessary. Each anecdote takes one sheet, with your name and address at upper left. Some magazines do not return envelopes, so you can omit the return envelope there. In these cases, they carry a box notice saying how many weeks they take for a decision, and you are presumably free to write the material up again from your carbons and send it elsewhere when the time has elapsed.

In practice, however, this is risky. I have had checks come in months after such a deadline expired. If the rate is good and you feel it is worth the delay, drop the carbon in your Out File and forget it. If it stands to make \$100 you can afford to tie it up for a year or maybe two. Also, it makes you scratch harder for new material.

Anecdote Markets

The following United States markets for anecdotes use a large enough volume of them at rates good enough to justify listing here. They include the highest paying markets in the country. There are other good markets in specialized fields (*Medical Economics*, *Ora-*

dell, N. J., for example, pays \$25 to \$40 for doctors'-experience anecdotes), but such markets have an in-the-club flavor, usually hard for the outsider to match.

American Legion Magazine, "Parting Shots" department, 720 Fifth Avenue, New York 19, N. Y. \$20, on acceptance.

Coronet, 488 Madison Avenue, New York 22, N. Y. "Good rates" (say \$10), on publication. Same if they reprint from another publication.

The New Yorker, 25 West 43rd Street, New York 36, N. Y. Most of their anecdotes used in the "Talk of the Town" section come from outside sources. "Our only requirements," the editors state, "are that the anecdotes be good and of a length that will not make them unwieldy in our format. Our rates are liberal, with payment on acceptance."

Quote, P. O. Box 611, Indianapolis 6, Indiana. This little weekly is mined by other publications, disc jockeys, columnists, public speakers, ministers, and so on, for material. Payment for anecdotes is \$5, on acceptance.

Reader's Digest, Pleasantville, N. Y. More than one department uses anecdotes. "Life in These United States" and "Humor in Uniform" are monthly regulars. Rates range from \$100 in them (lower for reprints) down to a per-line rate for page-end fillers, but all rates here are good. They pay when they decide to take an item, and they ask for 90 days to consider it. No return of material is promised.

The Saturday Evening Post, Independence Square, Philadelphia 5, Pa. "The Perfect Squelch" is the department using anecdotes. Address them to Box 234. The punch line that makes the squelch is usually a witty rapier thrust—"The object is humor, not verbal annihilation," the editors say. "Anecdotes must be unpublished and unbroadcast, and original with the author." \$100, on acceptance.

Sunday Digest, 850 North Grove Avenue, Elgin, Illinois. This weekly uses both general and moral-pointed anecdotes. \$7.50, shortly after acceptance, for standard lengths.

True, 67 West 44th Street, New York 36, N. Y. "This Funny Life" department uses about eight man-slanted anecdotes a month. Must be original, of course, true, not previously published, and preferably from your own experience. No return, and they ask six weeks for considering. \$100, on acceptance.

Wall Street Journal, 44 Broad Street, New York 4, N. Y. The "Pepper and Salt" department of this national daily pays \$5 for standard length anecdotes, following acceptance. Material here is often widely reprinted, sometimes with additional payment to the writer from the reprinting publication.

Special TV Problems

(Continued from page 11)

affect a story greatly either in clarification or distortion.

Even background music can effect the image presented to the TV viewer. When music is played behind film, it creates a mood which affects news content. An extremely pompous musical background might make the impact of a film story far more serious than the newsmen intended.

- In a lighter vein, there is the example of editorial comment by music. The film story involved a newly-elected Governor who had campaigned on a "no tax increase" platform. He was asking his first legislature on its opening day for more taxes. The story was told without comment but the background music heard by the voter-viewer was "Who's Sorry Now?"

Ethical problems of TV news basically involve the skill with which TV newsmen edit and present their story. Responsibility, the hand-maiden of ethics, must always weigh heavily on those involved in any of the mass media. Ed Murrow cautions his colleagues that their voices which might be heard across continents are not, by virtue of being amplified, an indication of any increase in the wisdom or understanding of the speaker. Another newsmen put it another way: Remember that

BEHIND THE BYLINE

William Small, news director of WHAS and WHAS-TV in Louisville, is chairman of Sigma Delta Chi's Ethics Committee. He was formerly news director of WLS in Chicago. Since Small moved to Louisville in 1956, news programs of WHAS have received a number of citations and awards.

In addition to his introduction to the series on ethics, Small has contributed other articles to *THE QUILL*, including a feature in the September, 1958, issue: "Gimmicks and Doodads Clutter Up Many Newscasts on Radio."

A native of Chicago, Small is married and has two daughters.

without the microphone, your voice couldn't be heard at the other end of the bar.

- Murrow is a good example of the problems of ethics in TV. His famous documentary on Joe McCarthy is credited as being a key factor (some say the key factor) in the Wisconsin Senator's downfall. It was a superb example of the potential impact of TV journalism as well as a display of great courage.

On the other hand, it is also a demonstration of the terrible power that TV wields and the problem that it creates for those who would give reply. McCarthy's use of the equal time granted him was weak and ineffective, surprisingly so considering the late Senator's great knack for using news media to his own advantage. An expert

TV journalist can present a devastating indictment while the person charged, usually amateur in the use of TV, is often hard pressed to match it. This truism should remain always in the conscience of TV crusaders.

- Electronic journalism must have, as part of its ethical code, a lack of fear. Courage is hard to come by but, as the history of newspapers indicates, a great medium which allows itself to be intimidated by small men will diminish accordingly.

Some people in high places and some who have financial dealings with a TV station, as with radio or newspapers, can be expected at some time to try to influence the news. If they find it impossible they will stop trying.

Punishment, either financial or political, is directed at the station far fewer times than one would expect. Even those who would abuse their position of stature, if they respect the basic honesty of TV journalism, are far less vindictive than a trembling, intimidated station executive might think.

Along those same lines, station management must have the courage to sacrifice money if need be when special coverage of the news is in the best public interest. Cost of coverage should be a minor consideration when the story is big enough, when it calls for a newscast to run past its scheduled time, or when the story warrants a special half-hour documentary. Election night coverage, if done properly, means election reports must replace part or all of most evening programs.

- The ethics of management must center on two points—the willingness to take financial loss for special coverage (and maintaining the integrity of news against the pressures of distraught advertisers) and the willingness to invest in a good local news operation. Both of these call for solid journalists on one's staff, given enough mechanical tools, manpower, and money to do a good job of local news coverage.

The newsmen himself must recognize the ethical problems of TV journalism that he might not abuse what Ed Murrow called "this privileged opportunity to communicate." He might remember that every station in the nation has probably survived the departure of an air personality whose leaving brought on much shedding of tears at the time and groans of "What will we ever do after he's gone?" The fact is, every station continues to do and to get done the things it wants despite the absence of a man once considered indispensable. Perhaps, recognizing that all of us are expendable makes for the proper humble beginning of a newsmen's ethics.

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PRINTERS OF THE QUILL SINCE 1926



Tulsa University students, who earn while they learn in the *Tulsa World* newsroom, get practical experience in re-write as part of their on-the-job training. They get no college credit but draw a salary for thirty to forty hours work each week.

Students Learn and Earn

(Continued from page 8)

names of earnest youngsters who are working their way through college.

• Steen, a man not given to extravagant statements, takes the project seriously.

"Our program has been a two-way street, beneficial to both the *Tulsa World* and University of Tulsa students. Our success in training youths speaks well for their instruction at the University.

"Out of more than fifty students who have been on our staff at one time or another over the years, not more than four have failed to produce.

"This high ratio of accomplishment is attributable in a large degree to the desire of the youngsters. Some develop rapidly; others come along more slowly, but virtually all of them are willing to do whatever is necessary to make good in the newspaper business," he said.

• "I think many newspaper executives are overlooking a bet when they don't play more active roles in the development of students in journalism schools. It's a fertile field if properly tilled.

"It's agreed that some newspaper executives don't live in college cities and aren't in a position to stage a continuing program of development and a search for talent. But many top-ranking

newspapermen in college cities are overlooking opportunities if they don't take part in the schools' journalism programs," Steen added.

Professor Ed Johnson, head of TU's journalism school, and Lee Erhard, former *World* managing editor, nursed the program from infancy because they knew a degree opened the door for a graduate—but practical experience kept the door open.

• Twenty-four TU journalism school students—graduates, former students and current students—work for the *World*. This is slightly less than fifty per cent of the editorial staff.

Briefly, Steen's hiring pattern takes this form. In the labs he sees an eager, inexperienced student. Through special assignments he is able to take a closer look at the student's willingness to tackle difficult assignments, his persistence, and his ability to "bounce off" the walls of defeat and keep coming. When an opening occurs on the staff, Steen starts the youngster in the traditional copyboy post. The student is then in a position to work "from the bottom up."

From copyboy, the student may move to the job of pasting up AP stock averages, or to the obituary desk. From

here, the newcomer may go to the Fairchild engraver or to a reporter's desk, or, rarely, a copyreader's chair.

There is no set length of time for a student to stay on a job. If an opening occurs and Steen thinks the fledgling is ready to move up, a move takes place.

• The *World* uses a copy system in which each reporter files a carbon of each story as part of a master file. It is a rare day when Steen does not go over the carbons to see how his staffers did—before their work was patched by the copyreaders. He can watch the kids grow.

Obviously, personnel errors are made from time to time. A student may find his interest not as great as he thought, or that the hours of a paper are not for him. Some students even feel (and the thought is abhorrent to old newsmen) that public relations or advertising offers more to them.

There are frustrations, too. Typically, the youngsters feel they are improving faster than they are. Few of them really believe they are the "star of the show," but often they want to soar through the news ozone before pinfeather wings can carry them as far as the elevator shaft which leads to the streets and high adventure. A more realistic self-appraisal usually follows their first few days on a beat after shedding the "tomb stone" desk.

• Steen has worked out jobs of thirty to forty hours a week for students still in school. Often youngsters do well enough that they have two or three years professional experience by the time a sheepskin is placed in their hands.

Experience varies. Some may be reporter-photographers, others reporter-copyreaders and some may combine all of those skills and add the ability to operate a Scan-o-graver.

Reporters on the *World* staff who began under such a program tend to stay in the business.

Take the news runs as a long-range sample. Jack Kelley, former sports writer who is currently on the police run, has been with the *World* for ten years. Gene Curtis, county courthouse reporter, during his 11 years on the *World* has covered every beat.

• Charles B. Wheat, who started on the telegraph desk on a part-time basis in 1953 while still in school, now covers the federal run and does lead feature articles. Don Bachelder, who started as copyboy at the *World*, became AP stock average paster, then obit writer, now covers the Chamber of Commerce. Carol Griffie, one of the few girls to make the news side, started full-time in

1958. She still relieves the obit writer but spends most of her time on general assignment.

• Ken Neal, recent winner of an award in the field of religious reporting, moved on to business reporting, and, now, the city hall run. Neal started in the *World's* oil department, then "flipped" to the news side.

TU graduates in society are Felicia Henderson and Janet Bascom. Phil Parrish, who came to the *World* by a round-about path—Tulsa County *News*, a weekly; Norman (Oklahoma) *Transcript*, and the Lawton (Oklahoma) *Constitution*—is in the *World* sports department.

Bill Butler, who became so entranced with newspapering and the need to make a living that he once quit school for several years, is still chipping away at a bachelor's degree at TU. Bill is the *World's* roving editor and writes chiefly for the Sunday magazine section.

Photographers on the *World* staff include TU graduates Johnny Walker and Woody Gaddis and former TU student John Whitworth.

Students now on the rolls of both the *World* and TU's journalism school include Robert J. Wyatt, copyboy; Jim Newton, copyreader; Al Girdler, obits;



THOMAS W. WOOD, JR.

Robert Lorton, county courts; Richard Grant, Fairchild operator, and Steve Wright, oil department.

• Other TU students have gone on to other jobs in the editorial field. Among them are Don Underwood and Jack Fincher, *Life* magazine; John Storm, *Washington Star*; Bill Robertson, *Wall*

BEHIND THE BYLINE

Thomas W. Wood, Jr., 39, assistant professor of journalism at the University of Tulsa since 1954, did his first newspaper work on a weekly, the Collinsville (Oklahoma) *News*, and has since worked for the City News Bureau of Chicago, *Philadelphia Inquirer*, and the *Tulsa World*, where he works full-time during the summer and part-time during the school year as a copyreader, reporter and sometimes as a photographer. He holds a bachelor's degree in journalism and history from TU, a master's in history from TU, a master's in journalism from Northwestern University, and has completed class work on a PhD in history at Oklahoma University.

Street Journal, and Malcolm Ridley, *Tampa (Florida) Tribune*.

TU is fortunate in being located in a city with two newspapers. Few students are able to work on the *Tulsa Tribune*, an evening paper, however, because its working hours overlap morning classes. It is hoped the time will come when a larger student body will permit afternoon or evening classes and a closer arrangement with afternoon papers.

The Atlanta Century

(Continued from page 14)

tion of a bearded Lincoln with a story of 1860 since he had no beard early that year.

• We must also read far ahead of ourselves, for obvious reasons. But it is necessary, too, because the lack of good communications in 1860 required periodicals to report some events weeks after they occurred. We cannot allow ourselves that luxury.

Lack of good communications and some poor reportage of the times also complicates our production. So newspaper accounts must nearly always be checked against authoritative historical texts. This doesn't always solve the problem.

• For example, some accounts say insurrectionist John Brown was hung at 11:20 a.m. December 2, 1859. Others say it was 11:50. We have settled on the earlier time, forearmed with this explanation to any dissenter: "John Brown," we'll tell him, "started hanging at 11:20 and finished at 11:50."

The Heenan-Sayers fight bedeviled us, too, because some sources say the match occurred April 16 while others report April 17. We're picking the most authoritative account. Or take the matter of the first rider from St. Joseph, Missouri, for the Pony Express, he was either a veteran ranchhand or an ex-sailor. We're sticking with the sailor, according to a contemporary account.

• We're hearing from Civil War buffs and all manner of interested parties, such as the woman who, for reasons unknown to us, asked us to publish a handwritten account she'd sent describing how her father died of cancer in 1912. I don't think we can work it in.

The project has also triggered enthusiasm by ranking historians who have sent us their endorsements.

They include the following:

• Carl Sandburg wrote:

"I catch myself reading one news story after another, one little item after another, and getting the feel of the

days a century ago when history every day was portentous and ran hot and wild. I shall follow your series with keen interest."

• Said Dr. Bruce Catton, editor of *American Heritage* magazine, author of "This Hallowed Ground" and other Civil War landmarks-in-history:

"I like 'The Atlanta Century' very much; it seems to me this is a very graphic and appealing way to provide an understanding of the background and the general course of events in America's greatest war. There is a sense of immediacy about the daily-newspaper story that one gets in no other way.

"I don't believe there is a better method to show, in genuinely readable style, how the nation moved into and through its most tragic experience; the sheets you let me see struck me as extremely well done. . . ."

• Dr. Bell I. Wiley, also an eminent Civil War historian wrote:

"This is an exceedingly interesting and informative sheet. I was especially impressed by the skill of you and your associates in re-creating the spirit and the character of the times, both in the format and the content.

"I had a very definite feeling of

being back in 1860 as I looked at the illustrations and read the vividly-written stories. You and the (Atlanta) *Journal-Constitution* are to be congratulated on this splendid project. It should be an outstanding contribution to the observance of the Civil War Centennial."

● Such enthusiasm only encourages us to do an even better job.

We began by making ten trial runs, thus driving the composing room into a small frenzy. As the assistant foreman, Cal Britton, shot at us one day, "Now, I know why you're calling it 'The Atlanta Century.' It's going to take that long to get one issue made up."

No, that's not the reason. We had thought of several possible titles. I took

all the suggestions down to Executive Editor Patterson. He listened, thought for a minute, then said: "Why don't you call it 'The Atlanta Century.'"

● That was *his* idea. And it's a darn good one—even if he is the executive editor.

A sense of humor is a "must" in this type of project. When you've sweated through texts, running down a nagging inconsistency, or fought for hours taking notes off eye-burning microfilm, you need something to laugh at.

We've found great fun in the project. Maybe that's why, when the phone rings in our "time machine," we answer:

"Good afternoon, Ft. Sumter. Hold the phone, please; I think I hear a noise outside."

into your office with anguished cries from psychologists and English profs and probably others.

Some of the letters will probably say—and Professor Lindstrom probably expects them to say it—that he tends to do the same thing he complains of in others: using, instead of plainer terms, such jim-dandies as unmelismatic, interlarding Macaulayan periods, vernacular manifestation, puerility, obfuscation, anachronism, arcane, obscurantist.

Some letters may say this is what happens whenever somebody tells somebody else how to do something. You clear your throat, you take your pen in hand and, ah-hem, you succumb to the blandishments of academic terminology. It is easy to do this and it is sort of fun.

Other letters to the editor may say that the written language will take care of itself as long as it is replenished with regular transfusions from the lively spoken language.

Other letters to the editor may suggest that various styles of writing and speaking are in order, depending on the writer, the speaker, the audience, the reader. Others will find fault with the notion that the English language is a "drab monotone."

Prof. Lindstrom was having a little field day with his piece, of course. If he survives the multiple explosions sure to result from the short-fused and cross-wired infernal machines he planted in this piece, I hope you will ask him for more.

JOHN ALEXANDER
Kansas City, Mo., Star

To the Quill:

Thanks for Fred Stein's March article, "Community Leadership." This is "must" reading for every newsman and it occurs to me that Mr. Stein's words deserve attention from newspaper readers as well.

My only other comment, in agreement with Stein, I hope, is that too often reporters write for other reporters and editors edit for other editors—which can work to the detriment of the average newspaper reader who plunks down his money for one reason: To find out what is going on as simply, as clearly, as truthfully and as quickly as he can.

I am not convinced that readers are as impatient to read the minutiae some newspaper columns are filled with as we think they are.

Fred Stein's plain talk is refreshing. I plan to keep it near at hand for future reference.

ROBERT W. TOPPING
Grand Rapids, Mich.

From Quill Readers

To The Quill:

Carl Lindstrom's "Bulwark of Sound Writing" in the March issue is a welcome and well done defense of news-writing. But I should like to differ with him on two points.

First—he writes that "the English language does not vocalize well." That may be relatively true—in comparison with Lindstrom's Swedish, or with French, Italian, Arabic, or even German. But English can be and is spoken pleasingly—even musically. Listen to Carl Sandburg. Or listen to Eric Sevareid. Or for English-type English—listen to Winston Churchill.

Second—Lindstrom feels that when editors cry, "Give us good liberal arts graduates," what they really want is a reporter who can spell and write understandably. I'm not so sure. I graduated from a journalism school. Much to the displeasure of the faculty, I declined to stay around for a master's degree. And if I had it to do over again, I'm not at all sure I would spend four years in a journalism school. It is not that the school was poor. It was one of the best—Medill at Northwestern. But after eleven years as a book-writer, news magazine researcher, magazine writer, corporate P.R. writer, air editorialist and radio newsman—I wonder if four years in a liberal arts school might have been more valuable. What I learned of the mechanics in "J" school, I think could have been picked up along the way. I am now having to school myself in the literature, philosophy, sociology and science that I did not have time

to cover in college. I had time only to get a fairly good foundation in political science and economics. To be sure, a liberal arts college is not going to produce the broadly informed man in four easy years. But that time is a precious period for laying the foundation.

The good broadcast newsman (and there are too few outside a meager top number with the networks) is confronted with the task of producing an interesting, related and interpreted package of news on a broad front. Accuracy and clarity are assumed. There is not yet the specialization in broadcast news that is increasingly evident in the newspaper and magazine fields. And, therefore, perhaps the broadcast newsman feels even more acutely the lack of a broad general education.

I do not feel the editor who wants a good liberal arts graduate is looking simply for a person who spells and writes understandably. Less time on the mechanics and more time on general education is possibly the answer for the journalism school.

JACK H. HAMILTON
Station WJR
Detroit, Michigan

To The Quill:

Greatly enjoyed Carl Lindstrom's "Bulwark of Sound Writing," and I am sure he got equal enjoyment in doing this piece. No doubt he did parts of this for the purpose of provoking interest and it takes no imagination on my part to see the mail bags coming

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The Book Beat

Sidewalk Naturalist

FOR thirty years John Kieran's byline was familiar to New York newspaper readers. He started his career as a sports writer on the New York Times in 1915 and was a sports writer or feature writer for New York papers until 1944. Since that time he has devoted his time to radio and television and to writing books. The latest from his typewriter is "**John Kieran's Natural History of New York City**" (Houghton Mifflin Company, Boston, Mass., \$5.75).

It is a fascinating stint of feature writing in which he reports on the amazing variety of plant and animal life which can still be found in a large city. He has woven into it interesting reminiscences and personal observations and an impressive amount of details about his native city. There are informative chapters on the history of the city, its geography and climate, and the four seasons as well as the detailed account of the flora and fauna of the city. Written informally, it is a delight to read as well as a repository of a great deal of information.

—C. C. C.

Science Dictionary

MORE than 15,000 science definitions are in a handy "**Modern Science Dictionary**" (Bobbs-Merrill, Indianapolis, \$10), compiled by A. Hecklinger. In this age of science, this or a similar handy reference is needed within the reach of the reporter and the man on the desk.

—D. W. R.

Business Journalism

THIS is the second revised edition of "**Business Journalism**" by Julien Elfenbein (Harper & Brothers, New York, \$6.75). First published in 1945, it has come to be recognized as one of the standard texts covering the field of business publishing. The author is chairman of the Editorial Committee of Haire Publishing Company, publisher of consumer goods magazines. He has been a working journalist for forty years and has lectured on the business press at several universities. He is a member of Sigma Delta Chi.

There is an excellent discussion of the growth of the business press, both in this country and abroad, and an appraisal of its influence on business and society. The organization of business publishing houses is explained and there is a practical manual on business paper practices. Five helpful ap-

pendixes are included, providing a style book for business editors, a list of business papers before 1900, business press associations, and a checklist for periodical publishers. This is a valuable reference book as well as one of the best of the texts in its field.

Public Problems

IT is the thesis of Prof. Robert D. Murphy in "**Reporting Public Problems**" (Chilton Company, Philadelphia, Pa., \$6.50) that today's reporters must be prepared to report on public problems, rather than merely the activities of public officials. Intended primarily as a text for advanced reporting courses, it discusses in detail the public problems that exist in such areas as municipal government, the courts and law enforcement, business news and labor.

While the book describes the structure of a local government, provides background on legal procedure and terms, and outlines the functioning of business and labor, the emphasis is on the kind of reporting in depth needed for reader understanding. There are four main divisions: Metropolitan problems; law and law enforcement; informal areas of public affairs, including politics, and industry in public affairs.

The author is chairman of the Newspaper Department of the Syracuse University School of Journalism. He has worked on several daily newspapers and for the Associated Press.

Denver Columnist

IN "**The Wayward West**" (Doubleday & Company, Inc., New York, \$3.95), William J. Barker has collected some of the best of his columns written for the Denver, Colorado, Post which have appeared in that newspaper under the heading which is used for the title of his book. This is homespun, cracker-barrel humor at its best. He writes about his family, the problems of parenthood, getting to work on time, and the quirks of the teenagers with a freshness and an intriguing sense of humor that make for delightful reading. The author has been on the staff of the Post since 1950 and his column appears regularly six days a week.

Modern Journalism

THE contents of Dr. Sidney Kobre's "**Modern American Journalism**" (Institute of Media Research, Florida State University, Tallahassee, \$5.95) is of considerably higher quality than the printing and binding which delivers the message. The author, feeling that

most journalism history books get "thin" when they reach the modern period, gives his attention to weaving the pattern of American journalism since the turn of the century. Changing American life has been integrated with developments in journalism.

The book is good supplementary reading for history of journalism books and courses. The reviewer, no historian, finds no errors in facts but doesn't always agree with emphases and interpretations. It's lively reading and well illustrated.

—D. WAYNE ROWLAND

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Sigma Delta Chi NEWS

NO. 90

MAY, 1960

Here's 1960 SDX Award Winners

Winners of the 28th Annual Sigma Delta Chi Awards for Distinguished Service in Journalism were announced on April 18 by Victor E. Bluedorn, National Director of the journalistic awards.

The following are recognized in 15 categories for outstanding work in the press, radio, television and journalistic research, performed during 1959.



Saul Pett
Gen. Reporting



Cecil Prince
Ed. Writing



Vance Trimble
Wash. Reporting



William Stringer
Foreign Corres.



Andrew Lopez
News Photog.



Charles Brooks
Ed. Cartoon



John Coughlan
Mag. Reporting



Gene Marine
Radio Newswriting



Donald Weston
Radio Reporting



Warren C. Price
Research

PRESS

Saul Pett, Writer, Associated Press, New York, New York, for General Reporting.

Cecil Prince, Associate Editor, The Charlotte (North Carolina) News, for Editorial Writing.

Vance Trimble, News Editor, Scripps-Howard Newspaper Alliance, Washington, D. C., for Washington Correspondence.

William H. Stringer, Bureau Chief, Christian Science Monitor, Washington, D. C., for Foreign Correspondence.

Andrew Lopez, Staff Photographer, United Press International, New York, New York, for News Photography.

Charles Gordon Brooks, Editorial Cartoonist, The Birmingham (Alabama) News, for Editorial Cartooning.

The Atlanta (Georgia) Constitution, for Public Service in Newspaper Journalism.

MAGAZINES

John Robert Coughlan, Staff Writer, Life Magazine, New York, New York, for Magazine Reporting.

The Saturday Evening Post, Philadelphia, Pennsylvania, for Public Service in Magazine Journalism.

RADIO

Gene Marine, Program and Public Affairs Director, KPFF-FM, Los Angeles, California, for Radio Newswriting.

Donald H. Weston, News Director, KGVO, Missoula, Montana, for Radio Reporting.

WIP Radio, Philadelphia, Pennsylvania, for Public Service in Radio Journalism.

TELEVISION

WGN-TV News Department, Chicago, Illinois, for Television Reporting.

WBZ-TV, Boston, Massachusetts, for Public Service in Television Journalism.

RESEARCH

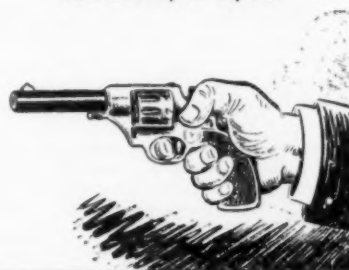
Warren C. Price, Professor of Journalism, University of Oregon, Eugene, for Research About Journalism.

Sixty-five journalists and distinguished Americans participated in the judging of the nominations which were made by individuals, newspapers, magazines, radio and television stations and networks, schools of journalism, civic organizations and members of the journalism society.

The Awards are among the oldest in journalism, having been made annually since 1932.

Presentation of the bronze medallions and accompanying plaques will be made at the annual banquet ceremony at the National Press Club in Washington, D. C., on May 18 by National President, V. M. Newton, Jr., Managing Editor, The Tampa (Florida) Tribune.

Two Deadly Weapons



Prize winning cartoon by Charles Gordon Brooks of the Birmingham (Ala.) News.

Add Two New Professional Chapters

New Jersey Members Installed March 18 At Princeton

Public confusion concerning the nation's defense position is primarily due to "bureaucratic secrecy" in Washington, says the national president of Sigma Delta Chi.

V. M. Newton Jr., managing editor of the Tampa (Fla.) Tribune, discussed "The Glorification of the American Bureaucrat" at an installation dinner of the New Jersey Professional Chapter, held March 18 in the Nassau Inn.

Newton, elected last November as the fraternity's national president, gave the 60 journalists at the meeting several examples of what he called "perils to the free press." Among them:

"On Jan. 27 of this year, the National Aeronautics and Space Administration declined to give information to Congress on a \$102 million rocket contract with North American Aviation, and its administrator, Dr. T. Keith Glennan, gave the 'doctrine of executive privilege' as his excuse.

"All of this bureaucratic secrecy in our space program," Newton continued, "will explain to you the great public confusion today over whether or not we are in a position to match missiles with Soviet Russia."

The Florida editor urged greater vigilance and effort by the press to combat secrecy at all levels of government, "from the lowly community school board to the White House itself."

The first officers of the New Jersey chapter were officially installed by Sigma Delta Chi Executive Director Victor E. Bludorn of Chicago. Twenty journalists were initiated into the fraternity by a team from the Deadline Club, New York City SDX chapter. The team was headed by Oliver Gramling, assistant general manager of the Associated Press.

The new officers: President, Wilson L. Barto, general assignment reporter, New Brunswick Home News; vice president, Edward G. Green, suburban editor, Plainfield Courier-News; secretary, Edward J. Reardon, copyreader, Wall Street Journal, and treasurer, Thomas M. Gibson, Scouting magazine, North Brunswick.

A cocktail party before the dinner was given by the Wall Street Journal, represented by Bernard Kilgore, president and publisher, and Buren McCormack, vice president and editorial director and national vice president for expansion, Sigma Delta Chi.

★ ★ ★ ★ ★ ★ ★ ★

That which happens to the soil when it ceases to be cultivated, happens to man himself when he foolishly forsakes society for solitude; the brambles grow up in his desert heart.

RIVAROL.

San Joaquin Valley Members Unit at Fresno Ceremony

The San Joaquin Valley Professional Chapter was installed in Fresno on March 26.

Students and professionals joined in the trip to the raisin city of California to present the charter, install the officers and initiate new members.

Heading the installation team was A. L. Higginbotham, head of the department of journalism at the University of Nevada.

He was assisted by Neal Van Sooy, editor and publisher of the Nevada Appeal, Carson City, who presented the charter; Executive Director Victor E. Bludorn who spoke briefly on the purposes of the Fraternity and installed the officers; and John Sanford, editor of the Reno Evening Gazette, who headed the initiation team. National Secretary Walter Burroughs, editorial director and publisher of the Costa Mesa, California, Globe Herald assisted in the initiation.

Edward S. Montgomery, San Francisco Examiner reporter, was the chief speaker at the banquet.

Installed as officers were: Ron Einstoss, Times Delta, president; Mark Knight, Associated Press, vice president; Pete Lang, Fresno Bee, secretary-treasurer.

The master of ceremonies was John B. Long, general manager of the California Newspaper Publishers Association.

Newton to Make Va. Press Award

An incidental part of the day, June 18, when Sigma Delta Chi marks Thomas Jefferson's home as an Historic Site in Journalism, will be the award of the Virginia Press Association Freedom of Information trophy.

America's 1960 outstanding craftsman, judged by the American Institute of Architects, now is working on the five-pound silver press replica. He is Colonial Williamsburg's silversmith, William D. deMatteo, who made the first one in 1957.

The first one was awarded V. M. Newton, Jr., Tampa Tribune managing editor, three years ago for his work for freedom of information. Newton will make the presentation address.

Virginia's Sigma Delta Chi chairman, R. K. T. (Kit) Larson, is chairman of the program set for Charlottesville.

Nominations for the VPA award may be made by anyone. The nominee should be an American who has distinguished himself in the campaigns for the people's right to know. A nominating letter, with details and any exhibits handily available, is all that is necessary.

Nomination should be made by letter and sent to Kit Larson, Ledger-Star and Virginian-Pilot, Norfolk, Va. The deadline is May 7.

Judges are Peyton Winfree, former Lynchburg editor and now Governor's assistant, chairman; Virginius Dabney, editor of the Richmond Times-Dispatch, and Virginia Court Justice Harold Snead.



Victor E. Bludorn (right), Executive Director of SDX is congratulating the new president of the San Joaquin Valley Professional chapter, Ron Einstoss, Visalia Times Delta. Left to right, Past President Neal Van Sooy, editor and publisher of the Carson City (Nevada) Appeal and National Secretary Walter Burrough, Publisher and Editorial Director, Costa Mesa (Calif.) Globe Herald, who assisted in the installation.

Personals

About Members

Dr. **Michael R. Finn** is now completing his internship at Mercy Hospital, Cedar Rapids, Iowa. He left W. M. T. where he was doing newscasting five years ago to study medicine at the State University of Iowa.

Jim Ranson, formerly youth director for the Methodist Church in Edmond, Okla., is now working for the Rome (Ga.) News Tribune.

Robert W. Chandler, Oregon newspaper publisher, was appointed general manager of the Los Angeles Evening Mirror News. Until he left Bend, he was serving as State SDX Chairman of Oregon.

Arthur C. Wahlstedt, first vice president and business manager of the Kansas City Star has had a room dedicated in his honor in the World War II Memorial building in Kansas City.

Dean Earl F. English of the University of Missouri has been awarded the first George Washington Honor Medal in the Fourth Estate category from Freedoms Foundation, Valley Forge, Pa.



Ross



Lorsung

Thomas Lorsung, president of the Marquette University chapter, is the 1960 winner of Marquette's Andrew Hamilton award to an outstanding senior in journalism. He receives \$1,000 for an intensive summer study of interpretive reporting. The faculty winner, **Donald Ross**, who will tutor Lorsung for the eight week period, also receives \$1,000.

Grady Clay, writing in Horizon magazine, is a winner of a \$500 first prize in the American Institute of Architects' Seventh Annual Journalism awards.

William J. Trepagnier, Michigan Motor News editor, has won top recognition for the best single entry in the Mark Twain awards for travel writing.

Arthur E. Charles Jr. is now vice president, general manager and editor of the Yonkers (N. Y.) Record.

Stanley K. Paulsen, formerly with NBC in Chicago, has joined WISH AM-TV in Indianapolis as a news writer-editor.

General Gammon has been appointed director of information by the Reynolds Metals Company, Richmond. He was the first president of the Richmond Professional chapter.

Charles J. Smith has been re-appointed to serve a three year term on the information committee of the American Assn. of Land-Grant Colleges and State Universities.

Clair R. McCollough received the 1960

distinguished service award of the National Assn. of Broadcasters.



Manning



McCollough

Charles L. Manning, for the past two years an associate editor of Western Feed & Seed and Agrichemical West, has been appointed to editor.

Air Force Lts. **David L. Malickson** and **John L. Salamida** and Army Lt. **David M. Parker** have graduated from the Information School at Fort Slocum, N. Y.

Wilbur Schramm of the Institute for Communication Research, Stanford University, received a special Polk award for his book "One Day in the World's Press."

National Headliners Club awards included **Clark Mollenhoff** for his article "Secrecy in Washington" in the Atlantic Monthly; **Don Hesse** of the St. Louis Globe-Democrat for his editorial cartoons; and **Ernest Barcella** of UPI for his reports on Vice President Nixon's trip to Russia.

Four photographs taken by **Allen Stross**, a senior at Wayne State University, Detroit, were awarded prizes at the 12th Annual Michigan Press Association's Photo Short Course.

Tom O'Reilly and **Martin Reichenthal** are among the Toledo (Ohio) Blade photographers whose work is represented in a show at the Toledo Museum of Art.

Professor Floyd G. Arpan, for 25 years a member of the teaching staff of the Medill School of Journalism at Northwestern University, has resigned, effective June 30, and will become a professor at the School of Journalism at Indiana University, Bloomington. He will direct academic work in the area of magazine writing and production and will also develop courses in international communications.

Ken Siner, formerly with the United Press International in Santa Fe and New Orleans, rejoined UPI in Dallas after completing two years in the Army.

Chuck Fisher has resigned as news director of WHBL-Radio, Sheboygan, Wis., to become a general assignment news reporter for the Sheboygan Press.

William M. Adams has been appointed public relations director of D. P. Brother & Company, Detroit.

Ed De Mar, financial writer for the Chicago Daily News, has joined The Public Relations Board, Inc., Chicago, as assistant director of the public relation agency's financial department.

Lowell A. Toennissen, former sports editor of the Daily Local News, West Chester, Pa., has joined the sports staff of the Binghamton (N. Y.) Press and the Sunday Press.

F of I Bulletins

State SDX Chairman **James Brooks**, publisher of the Gilbert (Arizona) Enterprise, Apache Sentinel and the Superior Sun, has been appointed chairman of the Arizona Newspaper Association Freedom of Information committee.

* * *

Northern California Professional Chapter member **Jerry Thrall**, editor of the San Leandro Morning News appealed to Jerry Adams (S. F. Examiner) and his FOI Committee for help in a hospital secrecy matter. Directors of the Eden hospital were conducting hearings on the application of a doctor who had been turned down once, this time requested a public hearing, and it was so ordered by the court. The directors complied, but suddenly met with press barred, behind closed doors. The bay area papers blossomed with news stories and editorials. The SDX chapter protested and the message was carried in the press of the area. The Morning Tribune and Oakland Tribune filed petitions for a court ruling. A writ of mandate was issued ordering open hearings, ruling that secret discussions would be in violation of the Brown Act.

* * *

Oklahoma Turnpike Authority chairman **Marvin Millard** has promised to hold open meetings in the future after his hand was called by State SDX Chairman **Bruce Palmer** on a closed meeting to choose banking houses for bond offerings. Palmer filed a protest charging it was a violation of Oklahoma's newly-enacted open meeting law.

* * *

Congressman **Roman C. Pucinski** (Ill.) inserted in the Congressional Record of March 16, the 1959 Report of the Sigma Delta Chi Advancement of Freedom of Information Committee. He reports that the reaction to this report has been short of amazing among those members of Congress who read it in the record.

HAPPY BIRTHDAY

This issue of the Sigma Delta Chi NEWS marks the tenth anniversary of its publication. Begun in 1950 as the result of an Executive Council decision, the NEWS has been published continuously since. It is mailed as a part of THE QUILL to save postage and other mailing expense.

The Sigma Delta Chi NEWS is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it. Deadline for copy intended for the NEWS is first of month preceding date of issue.

May 1960

No. 90

Chapter Activities

NEW ENGLAND—Plans are being completed for the first annual awards to be made by the New England Professional Chapter. To be known as the Yankee Quill Awards, they will go to five New Englanders who have made an outstanding contribution to journalism during the past 50 years. These five will form the nucleus of the New England Academy of Journalists. The chapter plans to add two more members to the academy in each of the succeeding five years, and one a year after that. The awards are intended to serve as recognition of outstanding service and as inspiration for all in the profession. Awards will be announced later in the spring and made at a public dinner meeting sponsored by the chapter.

Two labor leaders voiced criticism of the press at a recent regular meeting of the chapter. William J. Belanger, president of the Massachusetts State Council, AFL-CIO, and Kenneth J. Kelley, secretary-treasurer of the council, said that organized labor is unable to get its side of the story fully and fairly into newspapers. They also charged that editorials are "slanted."

At another recent meeting, the chapter heard Dr. Ithiel DeSola Pool, professor at Massachusetts Institute of Technology. He discussed public opinion polling and the impact of ratings upon television programming. Dr. Pool, an authority on polling techniques, suggested that polling has value, but the attempts to employ it to predict election results precisely are a misuse of the device.—**Robert C. Achorn**

CENTRAL OHIO PROFESSIONAL—Sixteen members of the Central Ohio Professional Chapter were honored April 8 at the annual Founders Day banquet of the fraternity at the Press Club of Ohio in Columbus. Walter Furniss, Columbus, chapter president, presided and Governor Michael V. DiSalle spoke. The sixteen presented plaques in recognition of 40 or more years service in the field of journalism are:

J. Charles Baxter, 925 Lilley Ave., Columbus, former financial editor of the Columbus Citizen, now retired. Ernest Cady, 458 Arden Rd., Columbus, editorial writer and literary editor of the Columbus Dispatch. Dr. Jonathan Forman, 139 S. Grant Ave., Columbus, editor of Clinical Physiology and a leader in Friends of the Land.

James T. Keenan, 3256 Indianola Ave., Columbus, reporter for the Scripps-Howard Bureau. Robert T. Mason, general manager of Station WMRN, Marion, Ohio. James G. May, 123 Olentangy St., Columbus, proofreader for Columbus Dispatch. Jacob A. Meckstroth, 639 Glenmont, Columbus, first president of the Central Ohio Professional Chapter of Sigma Delta Chi and former editor of Ohio State Journal.

Charles S. Nelson, 2275 Fairfax, Columbus, executive secretary of Ohio State Medical Association. Ray Palmer, publisher of Barnesville Enterprise. James E. Pollard, 2033 Bedford, Columbus, professor of journalism at Ohio State University and university historian. Harold K. Schellenger, 4554 Staret, Columbus, executive director of Ohio Foundation of Independent Colleges.

Ernest Sheehan, recently retired associate editor of Cambridge Jeffersonian. George A. Smallsreed, Sr., 2936 Northwest Blvd., Columbus, editor of Columbus Dispatch. William F. Smiley, 536 Fairlawn Dr., Columbus, Director of Information of the Ohio Fuel Gas Company. Frank W. Spencer, Sr., publisher of the Newark Advocate. W. D. Thomson, publisher of the Delaware Gazette.—**Edwin L. McCoy**

1960 FRATERNITY THEME

"Let the People Know That Secrecy
Is Their Fight Too"



DES MOINES PROFESSIONAL—Vic Bluedorn, national executive director of Sigma Delta Chi, lunched with officers of the Des Moines Professional chapter and the Drake University undergraduate chapter last month enroute to Iowa State University, Ames, Iowa, to attend initiation ceremonies of his old undergraduate chapter.

Des Moines chapter officials discussed plans for the remainder of their 1960 year, requesting suggestions in many instances.

In photo (left to right): Don Benson of Des Moines Register and Tribune, state SDX chairman and secretary, Des Moines professional chapter; Dick Thailing of Better Homes and Gardens, president; Vic Bluedorn; Ralph Darrow of Firestone, vice president, and Walter "Bud" Proctor of Northwestern Banker and Underwriters Review, secretary.

AMERICAN UNIVERSITY UNDERGRADUATE—Tom Seagears (2nd from left), chapter president, moderates "Reporting the Struggle for Peace" Forum at the March meeting. Panel members are: (l. to r.) Barry Zorthian, Program Manager for Voice of America; (Seagears), J. Russell Wiggins, Executive Editor for the Washington Post and president of ASNE; and David Brinkley, NBC news commentator. A jammed house of mostly Communications and School of International Service students on the American University campus attended.

Wiggins, representing newspapers, said, "The struggle for peace in the long run, can only be won by transmitting the fullest information possible . . . that people will come by world peace only if they arrive there by having complete and objective information as a base."

Zorthian, representing the "fourth branch of government," government information, said that those advocating a world state must realize (that) this will take a long time. "No country wants to give up its individual sovereignty." Countries tend to group themselves into large defensive blocs at the present time. This greatly hampers world peace.

Brinkley, representing television and radio went on to say, "All too often the American public thinks that peace is composed of physical aspects, and if you have enough jet planes, rockets, and arms, you'll be able to catch it. Well, it's not, and you can't. With enough shotguns and hounds you can catch that rabbit I spoke of, but peace is a little more complicated—it can't be 'nailed down.'"

The forum was taped and will later be broadcast over WAMU, campus radio.





MILWAUKEE PROFESSIONAL—When V. M. Newton, Jr., managing editor of the Tampa (Fla.) Morning Tribune and Sigma Delta Chi's national president, visited the Milwaukee (Wis.) Press Club recently to address the professional chapter, he was asked to sign a plaque: a ceremony reserved for distinguished Press Club visitors. He was watched by Arville O. Schaleben (left), managing editor of the Milwaukee Journal; Wallace Lomoe (standing, left), executive editor, the Milwaukee Journal, and George A. Tracy, managing editor, the Milwaukee Sentinel.

In his address, Newton said "free America is rapidly moving into the dangerous area of bureaucratic control of every phase of human life, including human thinking." He estimated that there were 2,000 major federal bureaus and about 5,000 more federal advisory agencies. "This mushrooming American bureaucracy has draped a stifling curtain of secrecy over virtually all of the executive branch of federal government, wherein the facts of our government are denied to the people, the Congress, the press, and even the General Accounting Office," Newton said. He pointed out that no records of federal expenditures are open to the public, and that spending information is released to the public in the form of press releases from the 50,000 federal press agents in Washington.

CENTRAL ILLINOIS—Newspapers, radio, and television should put public officials "on the spot" more than they do according to Paul Simon, publisher of the Troy Tribune and member of the Illinois House of Representatives for the last three terms. He spoke at a joint dinner of University of Illinois Undergraduate and Central Illinois Professional chapters.

"A real deficiency of Illinois government is lack of concern with issues by people who compose the majority of the working force of both parties," Simon said.

"Illinois politics tends to be patronage-oriented rather than issue oriented. This is dangerous and expensive."

"Are we creating an attitude of concern toward that portion of the world which will decide whether Communism ultimately triumphs or not?"

"Have our newspapers given readers a sense of national goal or destiny, or do we view the American dream as something already accomplished?"

"The most poorly covered major national—and international—issue is that of the tariff," Simon said. "Its importance will mount in the years to come, and if specialized interests of a very few are not going to prevail over the general interest, newspapers will have to educate their readers about this vital issue."

UNDERGRADUATE THEME FOR 1960

"Let's Tell Our Biggest Story—
Journalism"



ATLANTA PROFESSIONAL—WSB News Director, Aubrey Morris (L), was recently presented a special award from the Atlanta chapter for "adding a new dimension to audio journalism through initiative, resourcefulness, and solid news reporting." Morris is receiving congratulations from Lee Rogers (R), chairman of the committee selecting award winners. Also receiving congratulations is Jack Nelson (c), Atlanta Constitution News Staffer, who received the Sigma Delta Chi Green Eyeshade Award.—Bunny Moore

MARYLAND UNDERGRADUATE—The growing importance of newspapers and the need for greater skill in reporting the news was emphasized by Mr. Herbert F. Korn, managing editor of the Washington Star, in an address before the Maryland Chapter. Mr. Korn was the principal speaker at the annual initiation and banquet held at the National Press Club in Washington, D. C.

DAKOTA PROFESSIONAL—Twenty-eight Sigma Delta Chi members from North Dakota and South Dakota attended the first two-state meeting to be held in the Dakotas on March 18, at Aberdeen, South Dakota. John Paulson, editor of the Fargo Forum, discussed the new North Dakota law regarding access to information. In a recent case, the North Dakota Supreme Court ruled in March that the law did not provide that newspapers could have access to the records of probate courts. Editor Paulson said that he intended to continue to press for opening the records, however.

Henry Schmitt, publisher of the Aberdeen American News, and members of his staff acted as hosts at the session.

Two new members initiated are Max Cooper, of the Aberdeen American News, and Harold Jones, of the Redfield Press, standing left to right. Standing, right, is Professor E. G. Trotzig, of the University of South Dakota. Seated, left to right, are Professor George H. Phillips, of South Dakota State College, and John Paulson, editor of the Fargo Forum.





MINNESOTA PROFESSIONAL—The Minnesota bar and bench view of Canon 35 was outlined at a panel discussion of the controversial subject at a recent meeting of the Minnesota professional chapter. Left to right are Dr. J. Edward Gerald, professor of journalism, University of Minnesota, member of the Minnesota SDX chapter and panel moderator; Judge Roger Dell, chief judge of the Minnesota Supreme Court; Maynard E. Pirsig, professor of law at the University of Minnesota and Thomas Quayle, assistant county attorney, Ramsey county. During the course of the evening, William Seaman, Pulitzer-prize winning photographer of the Minneapolis Star and a Minnesota SDX member, took candid shots of the participants to demonstrate such photos can be taken without the subjects being aware of it.

MINNESOTA PROFESSIONAL—John R. Finnegan of the St. Paul Pioneer Press and Dispatch has been elected president of the Minnesota Professional Chapter, succeeding Julian Hoshal, University of Minnesota—Duluth Branch. John McDonald, Minneapolis Tribune, is the new vice president. Dick Kleeman, Tribune, is secretary, and Clyde Donaldson, United Press International, was named treasurer. New board members are George Moses, Associated Press, and John Cowles, Jr., Minneapolis Star and Tribune.—Joe Cervinka

VALLEY OF THE SUN—Arizona members met at the Caravan East hotel last April to hear Executive Director Victor Bludorn urge members to press home one of the Fraternity's objectives—that of breaking down all barriers to free access to information and news. Here, members "shake" on it. Left to right, Ernest J. Hopkins, retired journalism professor; State Senator J. Morris Richards, publisher of the Winslow Mail; Orien W. Fifer, Jr., chapter president and managing editor of the Arizona Republic; Bludorn; and former Phoenix mayor, Jack Williams, program director of KOY radio station.



NEW MEXICO—New Mexico newsmen have been told that the task of the American press is "to prevent the collapse, if possible, and to provide the means of rescuing mankind from destruction."

The speaker was Victor E. Bludorn, executive director of Sigma Delta Chi. He spoke at a meeting of the New Mexico professional and undergraduate chapters in Albuquerque.

Bludorn spoke of the many problems facing the world and America today and said they can be wrapped up in two words: "To survive."

He pointed out that there is widespread uneasiness and concern over the problem of survival and said that "any problem can best be faced when man knows what it is."

Pointing out that newspapers and magazines, along with radio and television, serve as the main sources of knowledge for adults Bludorn said that the great challenge of the mass media is to make the problems crystal clear.

"The press," he declared, "has an obligation, as leaders of thought and culture, to take the initiative. The press has the further challenge of making those interested who are indifferent."

"In this day when many are apathetic," he said, "the journalist must serve as the loud patriot." He told the assembled newsmen that "you have to shout to be heard above the babble of the propagandist, the prejudiced, the phonies." Then he added "if we do not succeed in interesting the people in governing themselves, all of our freedoms are going to be in danger."

Bludorn warned that "over the years, men have chipped away at our guaranteed freedom of the press which is the basis for all other freedoms."

And he added "it is later than we think."

He called attention to a statement in a recent Air Force manual which termed foolish any contention that Americans have a right to know what's going on.

"Have you ever in your life heard such a high handed, paternal attitude expressed before?" he asked.

He described this as "the perfect example of the attitude of a lot of officials in government."

He said that in many phases of federal government "there still exists an unhealthy hostility of attitude toward the free press and its obligations to print all facts of free government for the benefit of the free people who pay the salaries of these government employees and for whom they work."

UCLA UNDERGRADUATE—Rep. Chester Bowles (D., Conn.), left, spoke to 900 UCLA students and faculty members in Royce Hall on "Sending the American Image Abroad." Bowles, the grandson of the founder of the Springfield, Mass., Republican and a former reporter and advertising executive, spoke under SDX sponsorship honoring the 51st anniversary of the fraternity. He was introduced by Fred Litto, president of the UCLA chapter.



New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

* * *

CLEVELAND: William C. Beutel, news editor, Station WEWS-TV; John Borkowski, state editor, The Cleveland News; Dwight Boyer, writer-photographer, Pictorial Magazine, The Cleveland (Ohio) Plain Dealer; Robert F. Brennan, real estate writer, The Cleveland Press; James R. Dudley, free lance sportscaster, writer, reporter and columnist; John K. Kockler, regional editor, Business Week; Sheldon C. Fullerton, sports writer, The Cleveland News; Brian G. Hodgkinson, news director, radio station WDOK; Alvin Rothenberg, automobile and building editor, The Cleveland News; David W. Talbott, bureau manager, United Press International; Harry D. West, copy desk editor, The Cleveland Plain Dealer; Alex Zirin, assistant to the sports editor, The Cleveland Plain Dealer.

DETROIT: Ed A. Batchelor, editor, Detroit Athletic Club News; Carl E. Cederberg, newscaster-reporter, WWJ and WWJ-TV; John Dempsey, director of news & public affairs, WJBK-TV; Stewart W. Didzun, reporter & assistant state editor and political writer, Detroit News; Harold R. Gerace, automotive editor, The Flint (Mich.) Journal; Clayton Irwin, feature department editor, The Detroit News; James C. Jones, Detroit editor, Newsweek Magazine; Erik J. Pierce, editorial assistant, Motor News Magazine; Harold Schachern, church editor, Detroit News; Lee J. Smits, columnist, free lance; Jerry J. Sullivan, editor, Sunday Pictorial Magazine, The Detroit News; Robert Harper Thaw, news staff reporter, WJBK-TV; Philip Lazo Thomas, reporter, Detroit Bureau, Associated Press; Thomas Vedder Waber, director of special events, WXYZ; Ralph Raymond Watts, Sr., automotive editor, The Detroit News; David J. Wilkie, automotive writer, Automotive News; Paul Earnhart Williams, public affairs manager and newscaster, WWJ-TV; Murray Young, TV newsreel photographer, WIRK-TV.

HAWAII: Claude Vernon Burgett, newsman, Associated Press, Honolulu Bureau; Henry John Hartzenbusch, chief of Honolulu bureau, Associated Press.

MINNEAPOLIS: William Lincoln Hengen, assistant sports editor, Minneapolis Star; Remo Macchini, picture manager, Minnesota bureau, United Press International; William R. MacKaye, reporter, Minneapolis Star; James E. McGovern, assistant news director, KSTP; Bernard H. Ridder, Jr., publisher, St. Paul Dispatch and Pioneer Press, St. Paul; John C. Wadlund, writer-reporter, KSTP.

MISSISSIPPI: Erle Ennis Johnston, Jr., editor and publisher, Scott County Times, Forest; William Ward McMillan, secretary-treasurer and general manager, Star-Herald Publishing Company, Inc., Kos-

ciusko; Phillip Earl Mullen, associate editor, Madison County Herald, Canton; Paul Howard Pittman, editor and publisher, The Tylertown (Miss.) Times; Charles G. Smith, Jr., journalism instructor at Central High School and staff writer for The Clarion-Ledger, Jackson.

NEW YORK CITY: Harry V. Coren, associate editor, New York Mirror Magazine; Orvil E. Dryfoos, president, New York Times; George Dugan, religion editor, New York Times; Robert R. Dwyer, reporter, New York Daily News; Ted Green, daily columnist, Radio-Television Daily; Frederick M. Hall, copy editor, Bell Syndicate, Inc.; Robert W. Price, financial news editor, New York Herald Tribune; Stanley H. Slom, furniture editor, Home Furnishings Daily; Milton L. Van Slyck, managing editor, The Journal of Commerce.

NORTH CAROLINA: L. C. Gifford, editor and publisher, Hickory (N. C.) Daily Record.

SOUTH DAKOTA: Harold D. Jones, editor and publisher, Redfield Press.

UTAH: George Stanton Barrus, instructor of journalism, College of Southern Utah, Cedar City; James Earl Cook, newsman, The Associated Press, Salt Lake City; Jerry Chambers Martin, newsman, Associated Press, Salt Lake City; Jerry P. O'Brien, chief of bureau, Associated Press, Salt Lake City; Gordon Parker Owen, Jr., editor and publisher, Utah Publisher and Printer, Salt Lake City; Jerry Bernard Trapp, newsman, Associated Press, Salt Lake City.

PITTSBURGH: B. Kendall Crane, director, radio-TV, WDUQ-FB and WDUQ-TV, Duquesne University; Arnold Goldberg, editor, The Evening Standard, Uniontown; John Kulamer, news director, KDKA; George J. McManus, regional editor, The Iron Age; Clemens B. Schwartz, managing editor, Valley Daily News, Tarentum; William V. Wallace, Jr., editor, Steel Magazine; David J. Kelly, reporter, Pittsburgh Press.

Resignations

The following members have resigned their membership in Sigma Delta Chi in accordance with the by-laws which read: "Membership is a continuing function which may be severed creditably by a member only by his written resignation and payment of dues to date."

William J. Harris, Jr. (Pur) Route 1, Box 807, Accokeek, Md.; Richard N. Larkin (Tris-Pr) 234 Morrison Dr., Pittsburgh 16, Pa.; Herman W. Phelps (Lou-Pr) 1616 Fincastle Rd., Lexington, Ky.

THE QUILL is a magazine for all journalists, a magazine of interpretation, evaluation and criticism, with emphasis on both historical and contemporary journalistic problems, people and events. We invite the submission of articles in line with this policy.

The Editors

Obituaries

Marvin A. Allison (Ga-Pr-'54), attorney and publisher of the Lawrenceville (Ga.) News-Leader, died December 13, 1959 after an extended illness.

Forrest M. Bunker (UWn-'53), of Seattle, Wash., died December 23, 1959.

Richard A. Carrington (SoCf-Pr-'39), 70, former publisher of the Los Angeles (Calif.) Examiner.

James Luis Devlin (UMc-'15), retired member of the Detroit News editorial staff, died February 28, 1960 in Wellston, Ohio.

Miguel Lanz Duret (DalP-Pr-'46), of Mexico City, Mexico.

Frank Eschen (StL-Pr-'53), 50, special events director of KSD-AM-TV, St. Louis, died of a heart attack March 25, 1960.

Van H. Fris (Pit-'30), 49, a circulation executive of the Pittsburgh (Pa.) Sun-Telegraph, died February 29, 1960.

Lee Hargus (WDC-Pr-'51), of Alexandria, Va., died March 16, 1960.

Harold F. Hunnicutt (UOR-'27), of San Francisco, Calif., died January 28, 1960.

A. Edwin Larsson (N.E.-Pr-'51), 61, editor of the Wellesley (Mass.) Townsman, died unexpectedly March 10, 1960.

William P. McElroy (Mo-'59), of the Springfield (Mo.) Leader and Press, died during surgery on April 4, 1960.

Lowell Mellett (W&L-'33), 76, formerly manager of the Washington Bureau of the United Press, editor of the Washington Daily News and one-time manager of the Scripps-Howard Newspaper Alliance, died April 6, 1960 after a long illness.

James J. Metcalfe (DalP-Pr-'47), 53, author of a nationally syndicated daily poem feature, died March 19, 1960 in Dallas, Tex.

Edwin D. Ogborne (But-'31), 51, columnist for the New Castle (Ind.) Courier-Times, died of a heart attack on March 18, 1960.

James T. Richardson (Pur-'45), 36, a vp of Caldwell, Larkin & Sidener-Van Riper in Indianapolis, died March 19, 1960.

John R. Riedl (Mqt-Pr-'51), of Green Bay, Wis., died in January, 1959.

Merritt C. Speidel (Ia-Pr-'28), 80, founder and retired president of Speidel Newspaper chain, died March 20, 1960 after a long illness.

Leonard A. Unger (PaS-Pr-'57), 40, head of the AP Bureau in Harrisburg, Pa., died after suffering a heart attack on March 26, 1960.

Ernest von Hartz (ChiP-Pr-'47), 56, news editor of the New York Times, died March 24, 1960 following brain surgery.

Walter Yust (Mo-Pr-'48), 65, former literary editor of the Philadelphia (Pa.) Public Ledger and editor-in-chief of Encyclopaedia Britannica, died February 29, 1960.

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